

## Key Insights...

### Consumer Insights

- 70% of consumers recognize the link between healthy foods/beverages and **good health**



- 45% of consumers "rarely or **never give up good taste for health**"

**Healthiness**

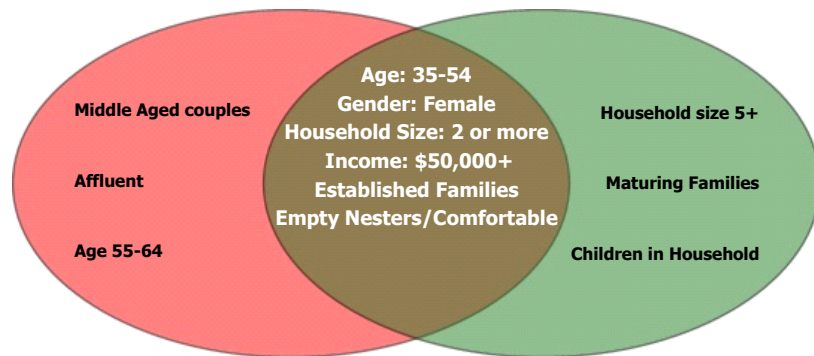


**Taste**

### Retailer Insights

Diet CSD consumer Demographic Skews

Supermarket Shopper Demographic Skews



The High Indexing Diet Consumer is the Supermarket Shopper

Source: AC Nielsen Household Panel 2002

### Brand Insights

Diet Coke is the Leadership Brand

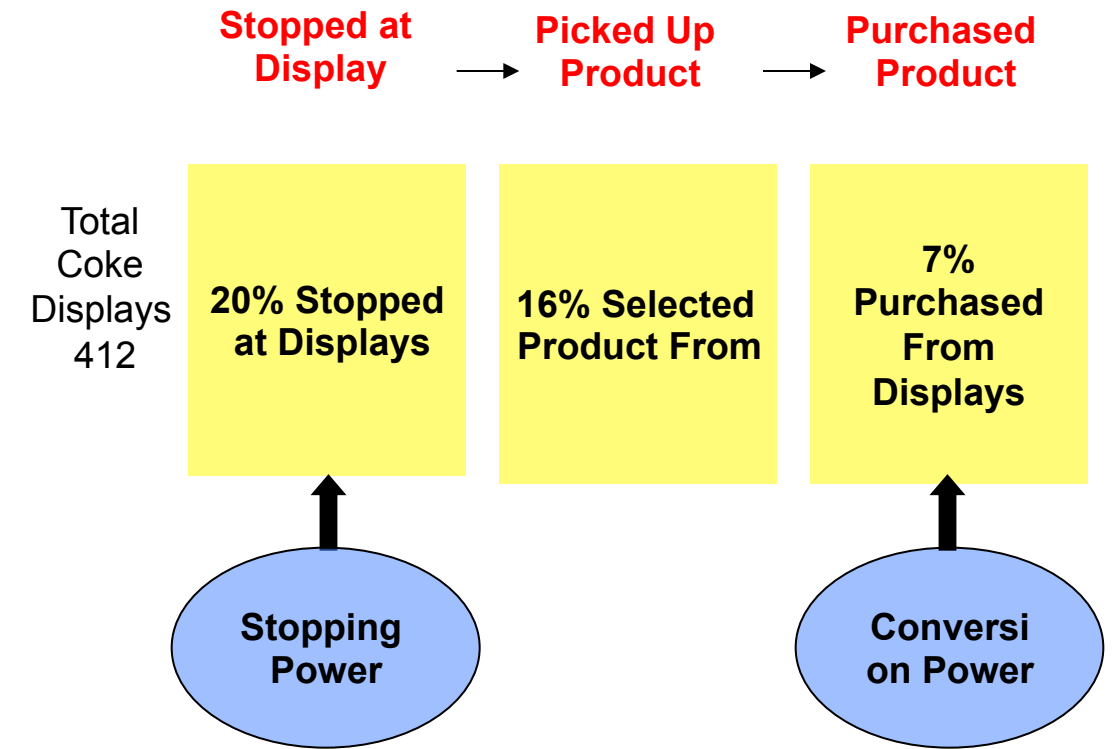
- #1 Diet in World
- #3 CSD in the U.S. in a category that represents 4% of Supermarket ACV
- Growing +6%
- Preferred by Diet CSD Consumers



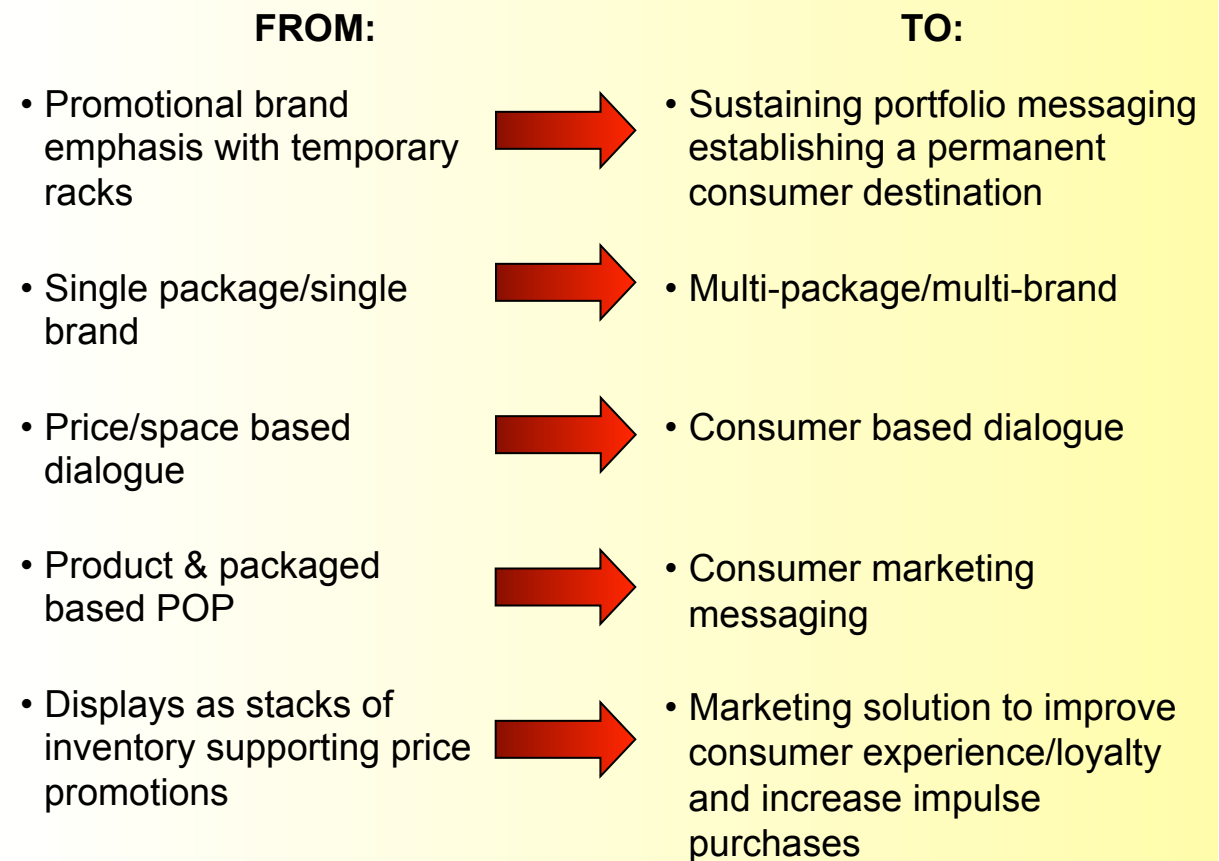
## Creates Opportunity

Deliver incremental retail sales through an **innovative in-store marketing platform** that leverages the strengths of our diet CSD portfolio to **better connect you to your shoppers** and their desire to balance wellness with fun and flavor.

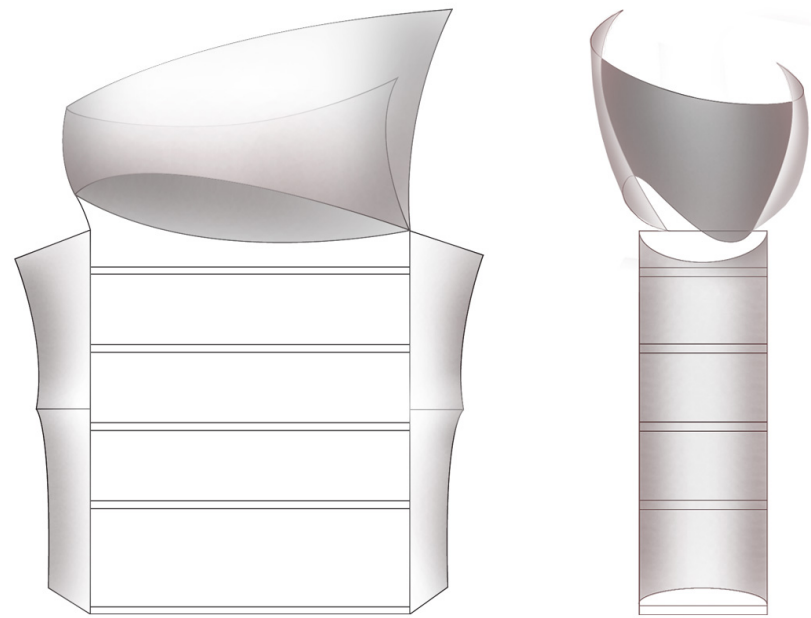
## Improve Stopping And Conversion Power Of Our In-outlet Marketing



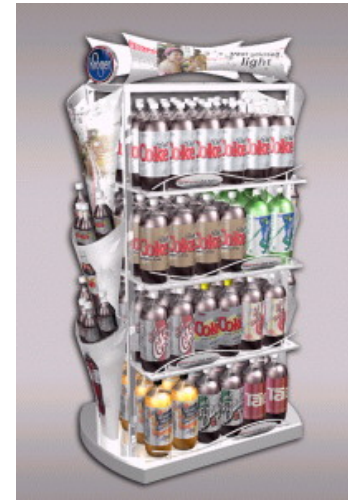
## A Fundamentally Different Approach to Merchandising



**Utilizing Light/Refreshing/Healthy Physical Design Cues...**



**Portfolio of POP Solutions**



**Small**



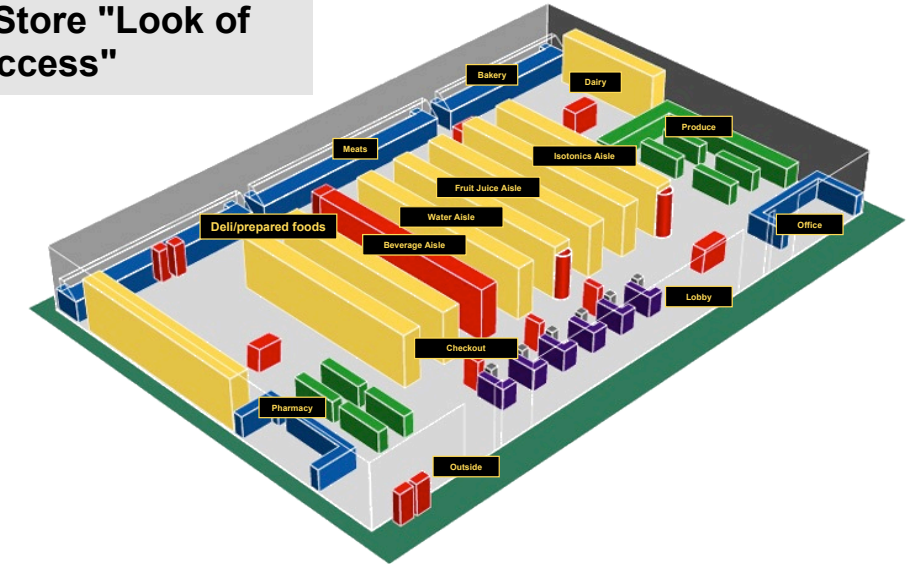
**Medium**



**Large**

**Supported by Integrated Elements**

**In Store "Look of Success"**



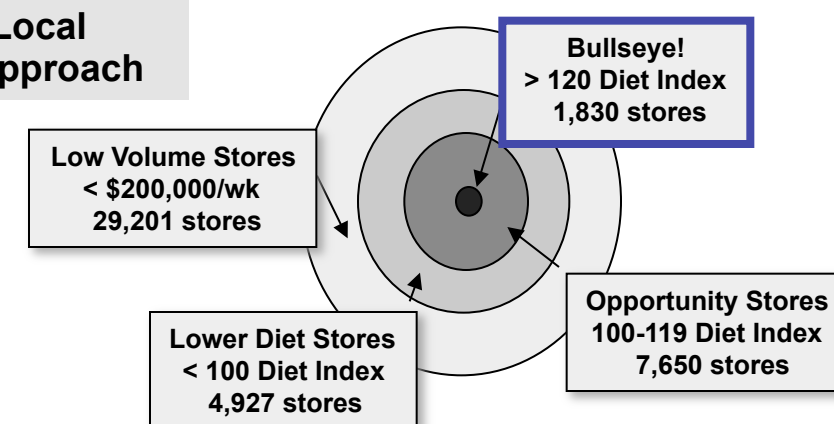
**Brand and Packaging News**



**KO Marketing Activation**



**Targeted Local Retailer Approach**



**... Combined With Light/Refreshing Graphic Design Cues**

